

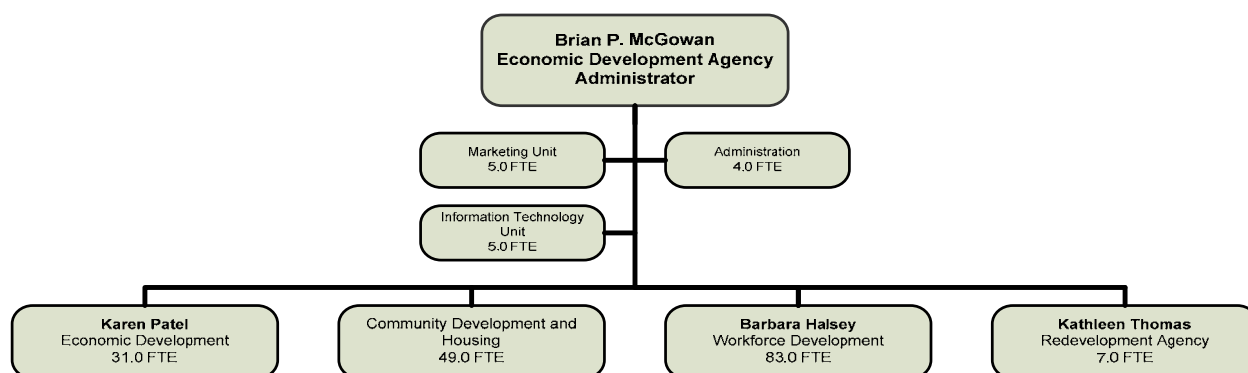
## ECONOMIC DEVELOPMENT AGENCY

### Brian P. McGowan

#### I. MISSION STATEMENT

The County of San Bernardino Economic Development Agency oversees the operation of four departments: Redevelopment, Economic Development, Community Development and Housing and Workforce Development. The overall mission of the agency is to facilitate economic growth within the county in order to enhance the quality of life for all residents. Each of these departments facilitates that mission through programs that enhance workforce skills, infrastructure, business development and attraction, housing opportunities and community development projects.

#### II. ORGANIZATIONAL CHART



#### III. DESCRIPTION OF MAJOR SERVICES

The Economic Development Agency provides overall administrative support and policy implementation to four departments. This includes the facilitation of communication between the County Administrative Office as well as the Board of Supervisors. In addition, the agency oversees the information technology function and public relations and marketing support.

Through the combination of four departments with common goals and objectives, the agency provides leadership and direction to all 24 cities and private economic development organizations within the county.

#### IV. 2005-06 ACCOMPLISHMENTS

- Set up administrative structure for agency.
- Developed new branding campaign "Opportunity, California" and new logo for the agency.
- Contracted with public relations firm to work with the agency in meeting marketing and media goals to raise awareness of the county as a competitive place to do business.



## V. 2006-07 SUMMARY OF BUDGET UNITS

	2006-07				
	Appropriation	Revenue	Local Cost	Fund Balance	Staffing
<b>General Fund</b>					
Economic Development	7,884,668	2,000	7,882,668		47.0
Total General Fund	7,884,668	2,000	7,882,668		47.0
<b>Special Revenue Funds</b>					
Community Development and Housing	50,996,111	36,120,085		14,876,026	49.0
Workforce Development	13,277,810	13,116,429		161,381	84.0
Total Special Revenue Funds	64,273,921	49,236,514		15,037,407	133.0
<b>Other Agencies</b>					
Economic Community Development Corp	18,714	12,700		6,014	-
County Industrial Development Authority	48,411	1,300		47,111	-
<b>Redevelopment</b>					
Speedway Project Area	63,610,971	9,703,950		53,907,021	8.0
Cedar Glen Project Area	10,073,190	119,000		9,954,190	-
VVEDA Project Area	1,006,281	138,000		868,281	-
Mission Joint Project Area	120,619	42,765		77,854	-
Bloomington Proposed Project Area	151,635	5,000		146,635	-
Cajon Proposed Project Area	229,938	5,000		224,938	-
Total Other Agencies	75,259,759	10,027,715		65,232,044	8.0
Total - All Funds	147,418,348	59,266,229	7,882,668	80,269,451	188.0

## VI. 2006-07 BUDGET

The Economic Development Agency budget is included within the Department of Economic Development budget; see the business plan for the Department of Economic Development.

## VII. GOALS, OBJECTIVES, AND PERFORMANCE MEASURES

**GOAL 1: IMPLEMENT A COMPREHENSIVE MARKETING STRATEGY WHICH INCLUDES A COMPONENT FOR EACH DEPARTMENT. (NOTE: DEPARTMENTAL MARKETING STRATEGIES WILL BE DEVELOPED IN 2006-07.)**

*Objective A: Create a common look and theme to all marketing efforts for each department within the agency to create recognition and branding.*

*Objective B: Increase awareness that San Bernardino County is a preferable place to do business.*

MEASUREMENT	2005-06 (Actual)	2006-07 (Projected)	2006-07 (Estimated)	2007-08 (Projected)
1A. Percentage of total marketing and collateral materials developed to incorporate the Agency's branding (10 projected marketing and collateral materials).	NEW	NEW	35-40%	80%
1B. Percentage increase in inquiries from businesses seeking information about the County of San Bernardino (2,700 estimated inquiries from businesses in 2006-07).	NEW	NEW	NEW	10-15%

### Status

All external communications will be created and/or reviewed by the agency's Marketing Unit to ensure uniformity of branding to keep a consistent look and theme of the marketing efforts throughout the agency. This goal will eliminate confusion that can be created by inconsistency and create opportunities to cross-market the agency's message through all four (4) departments.



<b>GOAL 2:</b>	<b>IMPLEMENT AN AGENCY-WIDE INFORMATION TECHNOLOGY (IT) INFRASTRUCTURE TO SUPPORT AGENCY/DEPARTMENTAL IT INITIATIVES.</b>
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*Objective A: Deploy recommendations from the 2006-07 IT Assessment.*

MEASUREMENT	2005-06 (Actual)	2006-07 (Projected)	2006-07 (Estimated)	2007-08 (Projected)
2A. Percentage implementation of the IT Assessment objectives that have been funded.	NEW	NEW	NEW	90%

#### **Status**

The Economic Development Agency currently has a disjointed and aging information technology (IT) infrastructure which is not the most cost effective and efficient way to successfully achieve the growing number of agency/departmental business initiatives. The agency plans to resolve this issue by implementing an agency-wide information technology (IT) infrastructure based on findings and recommendations from an IT assessment currently being conducted by the Information Services Department.

Prior to the preparation of the 2007-08 budget, the agency plans to present recommendations to the Board of Supervisors on managing and maintaining the agency's information technology system.

### **VIII. 2006-07 APPROVED ADDITIONAL GENERAL FUND FINANCING (POLICY ITEMS)**

The Economic Development Agency policy items are included within the Department of Economic Development budget; see the business plan for the Department of Economic Development.

### **IX. 2007-08 REQUESTS FOR ADDITIONAL GENERAL FUND FINANCING (POLICY ITEMS)**

The agency is currently working with the Information Services Department on a complete information technology assessment which could result in a separate request for funding at a later date. The objective for this potential request is to bring the agency and its departments up to county information technology standards, replace obsolete equipment, and provide a methodology to replace/refresh IT equipment in the future.

2007-08 OBJECTIVES FOR POLICY ITEMS	2007-08 POLICY ITEMS
1. As the County of San Bernardino moves forward with their economic development program, begins to be seen as an economic leader of the region, and receives national and international recognition for the county, the agency needs the ability to access, understand, interpret, and analyze economic information and trends. The addition of an Economic Analyst will give the agency this necessary capability.	A. Add an Economic Analyst position (estimated range R70 \$73,278-\$93,704 subject to HR Classification) that will research economic information, economic impact and trends, develop and oversee economic studies, analyze the available economic information, and formulate trends and recommendations.  <b>Additional Funding Requested:</b> Ongoing funding is estimated at \$114,700.

MEASUREMENT	2005-06 (Actual)	2006-07 (Projected)	2006-07 (Estimated)	2007-08 (Projected)
1. Number of economic studies overseen and developed by the agency.	NEW	NEW	NEW	4

### **X. 2007-08 PROPOSED FEE ADJUSTMENTS**

The Economic Development Agency is not requesting any proposed fee adjustments for 2007-08.

If there are questions about this business plan, please contact Brian P. McGowan, Agency Administrator, at (909) 387-9800.

